



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR SECOND SEMESTER

SCHOOL OF PURE, APPLIED AND HEALTH SCIENCES

BSC INFORMATION SCIENCES

COURSE CODE: INS 3233-1

COURSE TITLE: USER STUDIES

DATE : 29/5/2024

TIME: 0230-0430HRS

INSTRUCTIONS TO CANDIDATES

- **Answer question ONE and any other TWO questions**
- **Illustrate your answer where necessary**

QUESTION ONE 20 MARKS (COMPULSORY)

- a. Explain what you understand by the term “Information foraging” in the context of Library services. **(5 marks)**
- b. Giving examples where applicable, describe five **(5)** factors influencing user Information needs. **(5 marks)**
- c. Explain the essential steps necessary in planning of a user study **(5 marks)**

QUESTION TWO (15 MARKS)

- a. Discuss the rationale for carrying out a user study in an academic library. **(8 marks)**
- b. Use examples to discuss the different types of users that a Librarian may come across. **(7 marks)**

QUESTION THREE (15 MARKS)

- a. Describe with relevant examples the role of ICT on user studies. **(7 marks)**
- b. Distinguish between the following levels of information needs.
 - i. The visceral need **(2 marks)**
 - ii. Conscious need **(2 marks)**
 - iii. Formalized need **(2 marks)**
 - iv. Compromised need **(2 marks)**

QUESTION FOUR (15 MARKS)

- a. Explain four (4) methodologies/techniques you would employ for conducting user study in a library of your choice. **(8 marks)**
- b. Analyze the challenges that an information professional would experience in conducting user research. **(7 marks)**

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